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VISUAL

B.KIDDO

WORDS

CREATIVE

SOCIAL KIT

WHY SOCIAL MEDIA?

Increase brand awareness

The world needs to know your name...and with 3.12 billion people on social media, this virtual space has become a natural place to quickly and accurately do that. It is also a utopia for unknown brands; you're more likely to have a potential customer inspect every inch of your brand through shared content via social media than other mediums. Facebook Business recently announced that 60% of Instagram users discover new products on the Instagram platform. Therefore, if your business has low brand awareness and needs someone to take a gamble on your brand – then take up social media first!

Promote content

Provide your expertise and grow your audience by sharing your content. Broadcast business news, upcoming events, useful articles, SlideShare presentations, and Vimeo & YouTube videos to the people that matter most to your business.

Learn more about your customers and target them

Own a business social media account and receive vast amounts of data about your customers in real time. This information empowers you with insights to make smarter business decisions. Social networks offer analytics that provides demographic information about the people interacting with your account. This can help tailor your social media strategy so that you're communicating precisely to groups of potential customers.

Humanise your brand

The truth is the citizens of the world want to know before entering into any transactions with your business, that your business is going to be transparent and treat them like a friend. How to do this? For business owners, its time to share what is happening behind the scenes; letting the world meet your team, share exciting news and content. The aim is to make meaningful connections with your customers. With the proper social media following, you can even showcase how existing customers are using and benefiting from your products or services. There is no better advertisement than a truthful story, a real image and an authentic testimonial.

Thought leadership = more customers

Jann Martin Schwarz; Global Director and Market Developer at LinkedIn says people are emotional decision makers. In fact, with so many products and services around everyone is scared of making the wrong choice.

That is why buyers will sniff for brands with high recommendation and expertise. 'Thought Leadership' is the tendency for people to make purchases based on the reputation of the company.

Thought leadership is valuable because it removes risk from the buying process.

For businesses, the higher the thought leadership, the higher the confidence your customer will have on what you're doing – that you are the foremost topical expert in whatever they are trying to buy. LinkedIn and Instagram are excellent ways of showcasing your expertise; drumming positive reviews, and reinforcing your position of knowledge in the market.

Identify pitfalls in your business

Social Media platforms open the doors for both positive and negative commentary. This is highly useful because it is a free "focus group" session on all the things you're doing right and possibly doing wrong in your business. You can be on the front foot of any negative practices in your business and figure out a solution before customers drop off. Even better, you can let your customers know you are working on a solution for them. This way they feel heard and in turn remain patient and loyal to your brand.



Customer service and support

Customers and clients are jumping online to seek immediate crisis attention and advice. This is the perfect opportunity for your business to strengthen your client's brand loyalty! All it requires is a simple response back to your customer. Excellent customer service on social media will retain customers, and even bringing in new ones! Sometimes not all customer issues can be resolved, but showing empathy can reorient the situation so that the customer no longer views your company as the enemy, but feels that your company is on their side.

At the same time, if a customer shares a positive experience, turn them into an advocate by publicly thanking them for their loyalty.

Retargeting

According to Baymard Institute who perform large-scale research studies, nearly 70% of online shopping carts are abandoned.

There are many reasons why people abandon shopping carts (sometimes they need to have a second opinion before they click 'buy'); however, these people are still potential customers. Think about it - they have already found your website, browsed your products and made a decision about what they might want. All social media platforms can retarget those who have visited your site.

Monitor the competition

Never lose sight that you share the marketplace with businesses similar to yours... so how do you rank in the eyes of the public? Social media is an excellent platform to monitor what people are saying about your competitors on their social media accounts. By doing so, you might learn your competitor's pain points with their products and learn ways to win new customers.

Online adults aged 18-34 are most likely to follow a brand via social networking (95%).

(Source: MarketingSherpa) We think about your audience and see whether they are most likely to follow your brand.

71% of consumers who have had a good social media service experience with a brand are likely to recommend it to others.

(Source: Ambassador) We use social media as an effective customer service tool to increase brand engagement and win new customers.

Visual content is more than 40 times more likely to get shared on social media than other types of content.

(Source: HubSpot) We ensure your imagery is of the highest quality so that it is more likely to be shared.

Top brands on Instagram are seeing a per-follower engagement rate of 4.21% which is 58 times higher than on Facebook and 120 times higher than on Twitter.

(Source: Hootsuite)

Instagram has become a powerful platform for businesses and its potential cannot be overlooked any longer.

More than half of YouTube views come from mobile devices, and the average mobile viewing session lasts more than 40 minutes.

(Source: YouTube) As mobile captures consumers' full attention, at home or on the go, brands now have the opportunity to reach people anywhere.

There are now more than 50 million small businesses using Facebook Pages to connect with their customers.

(Source: Facebook). **4 million of those businesses pay for social media advertising on Facebook** (Source: Forbes).

The social media advertising statistics show that small-sized companies should consider paying for Facebook ads in order to gain visibility and surpass competitors relatively easily.



FACTS

SERVICES

CHAPTER ONE | IDENTITY SYSTEMS

Audit Across Platforms

A social media audit is a process of reviewing what's working, what's failing and what can be improved across your social media channels.

In addition to seeing your best performing platforms and profiles, we'll also uncover areas of opportunity and the channels that require more time and effort.

Our audit takes a look at how your social profiles are performing; we focus on metrics such as engagement, link clicks, and impressions. We also review the content you've shared and identify which posts had the most significant impact. This insight will give us a clear picture of the type of material that is working on each channel. From here, it's about designing winning content into next month's social media calendar.

Competitor Analysis

There are millions of business accounts on each social network, and some may be fighting for a share of your target audience. Therefore, it is essential to know which competitors have an excellent social presence, the type of content they share and how frequently they communicate. We scope out your competitor's landscape and pay attention to your competitor's strengths and weaknesses to help identify gaps. When it comes to your competitor's shortcomings, we decipher a plan where your business can offer a solution or become the market leader. We aim to shape your social media calendar with the types of content that have already proven to get the most/best response out of your target audience.

Target Audience

It is crucial to identify your target audience before a content plan is created. This is because your audience profile will determine the social channels your business should be involved with, the type of content we create and your brand's tone of voice. We focus on defining your customer demographics such as age, gender, income and location. Additionally, we uncover what types of content they consume (what social sites they spend their most time on, what blogs they like to read, what YouTube videos they are watching, etc.) Lastly, we determine your customer's pain points so that your content focuses on solving their issues and empathising with their situation.

Recommended Social Platforms & Set Up

Which social media network you choose will depend on two significant factors: the first is, which social media platform your target audience is likely to be active on. The second is, where your target audience is most likely to engage with your business or brand. Our approach is to determine the demographics of your customer and match it to the demographics of the social platform. If you don't have an existing social media business account, then we will set one or more up for you! This includes profile images or banners, an about page and business contact details.

CHAPTER TWO | CONTENT CREATION

Ideation

We provide content pillars that stand for a specific theme or represent the central messages you would like to deliver to your audience. From these content pillars, we break them down into topics and then further into pieces for conversation.

Content Calendar

Sit back and relax, because we schedule your posts in advance so that you never miss a week or even a day of publishing. Content scheduling includes Facebook, Instagram, LinkedIn, Twitter, Pinterest and Google+. But did you know content calendars are more than an organisational funnel? They also help synchronise content across all your communicative platforms. Imagine your blog, email and social media topics singing the same song, all because it is mapped out ahead of time.

- "That sounds perfect!"

We think it's music to our ears, too.

Copy

Are you one of the following people: a social media influencer, a founder of a product or service or a marketing coordinator? - Yes!

Great! Since you are an ambassador for new and loved inventions, then you will understand the importance of selling authentically as well as convincingly to the public. For a social media influencer, the credibility of your content will determine both your fan following and your ability to land a job as an influencer. For founders and marketers, your content is the difference between a low ROI and a high ROI. We write engaging and captivating messages for social media influencers, marketers and founders to ensure posts deliver results.

SERVICES CONTINUED

CHAPTER TWO | CONTENT CREATION

Instantaneous Posting

We work in collaboration with clients to ensure announcements; pop-up events, sales and industry news are broadcasted on your social channels.

Influencer Marketing

Influencer marketing is an affordable and less aggressive way to advocate your product to consumers. It can result in awareness, improved brand perception and action. Influencers can convincingly explain things, are transparent with their messages and deliver their points of view with confidence. We reach out to influencers who will speak about your product or service not because they are being paid to do so, but because they want to - because they find your company interesting and the information useful to their readers. We look for people who are honest and authentic in their communications and connect them with your brand.

Social Media Content Scheduling

Once your content calendar has been developed, we then assign a time and date for every post. Timing is critical – and since audiences vary, we conduct testing on what and when we share. Our end goal is to build human relationships – so no two posts will be published at the same time.

Targeted Ads/ Paid Media

If your goal is to communicate a message to a specific audience, then paid advertising is the way. We extend the reach of your messages and drive traffic to the media destinations you own. Whether you want to promote a blog or video, drive traffic to your website, increase awareness or simply create more sales, we deliver targeted campaigns that produce effective results.

CHAPTER THREE | VISUAL CREATION

Branded Visual Assets

We select stock images that align with your blog, then edit them with your company branding.

Professional Photography

We shoot, edit and develop high resolution images featuring your product service to be featured in the eDM.

Puzzle Feed (Instagram)

Puzzle feed is a deluxe theme whereby images overlap the Instagram grid. This technique is entirely a new way to present your business on Instagram. If you're ready to shake up your visual aesthetic, then we encourage you to be one of the first to own a puzzle themed account!

Themed Feed (Instagram)

No one likes a cluttered lounge room the same way no one likes a mismatched Instagram page. Therefore, if your Instagram account was the interior of your home, how would you want it to be laid out? Is every post on your feed minimalist and monochromatic? Or is each squared image taking you through the colours of the rainbow? At B.KIDDO, We interior decorate your page, so when someone enters, his or her eyes walk through in delight- taking everything you have to offer in.

Professional Photo Editing

We touch up your own bank of images using Adobe Photoshop then apply your company branding.





BUILD YOUR OWN

If you have made it to this page, then you are certainly a serious business grower!

We need to find out from you if you have arrived at B.KIDDO with an appetite for everything or peckish for one or two services. Below is our Build Your Own menu that lays out of all the ingredients to make a perfect eDM. We invite you to observe our services and enjoy a contemporary experience of picking your elements and filling out a creative brief.

If you're unsure how to start or have any questions, contact us, and we can guide you. through the creative journey.

1 PICK YOUR CHAPTERS	<input type="checkbox"/> Chapter One	<input type="checkbox"/> Chapter Two	<input type="checkbox"/> Chapter Three
2 PICK YOUR SERVICES	<p>Audit Across Platforms <input type="checkbox"/></p> <p>Target Audience <input type="checkbox"/></p> <p>Competitor Analysis <input type="checkbox"/></p> <p>Recommended Social Platforms & Set Up <input type="checkbox"/></p>	<p>Ideation <input type="checkbox"/></p> <p>Copy <input type="checkbox"/></p> <p>Content Calendar <input type="checkbox"/></p> <p>Instantaneous Posting <input type="checkbox"/></p> <p>Content Sheduling <input type="checkbox"/></p> <p>Influential Marketing <input type="checkbox"/></p> <p>Targeted Ads/ Paid Media <input type="checkbox"/></p>	<p>Branded Visual Assets <input type="checkbox"/></p> <p>Professional Photo Editing <input type="checkbox"/></p> <p>Professional Photography <input type="checkbox"/></p> <p>Themed Feed (Instagram) <input type="checkbox"/></p> <p>Puzzle Feed (Instagram) <input type="checkbox"/></p>
3 TOP IT OFF	 Fill out a brief	 Receive a quote	